constant endeavour of All India Radio to put out the best of programmes by bringing innovative pattern of programmes and style of presentation, which is becoming popular among the listeners, and is generating commercial revenue. The content of private FM stations also have to conform to programme and Advertisement Codes applicable to AIR.

(d) Yes, Sir.

Advertisements of Ministries regarding their performance

2212. DR. DASARI NARAYANA RAO : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government are aware of the full page advertisements appearing in almost all the newspapers sponsored by almost all the Ministries with photographs of the Prime Minister and the Ministers of respective Ministries and their achievements;

(b) if so, the expenditure incurred by each Ministry on such advertisements during the last two years; year-wise and Ministry-wise; and

(c) the steps Government have taken to stop the wasteful expenditure of the Ministries on this account?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c): Publicity of schemes, activities and achievements is essential for the information dissemination by the Ministries/ Departments of the Government. Information regarding details of expenditure is being collected and will be laid on the Table of the House.

Efforts to make Doordarshan programmes entertaining

†2213. SHRI RAJIV RANJAN SINGH 'LALAN' : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that after setting up of Prasar Bharati, some specific efforts have been made to make the programmes of Doordarshan effective and lull of entertainment; and

(b) if so, the details of these efforts and the achievements made by means of the same until now?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) and (b) Yes, Sir. Prasar Bharati have intimated that the proposals so received are evaluated by an evaluation committee

†Original notice of the question was received in Hindi.